

OVERVIEW

Quarterly Niche Decision

Re-commit, adjust or pivot your niche — on a schedule, not on a feeling.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Run a 30-minute quarterly review of your niche: evidence from the quarter, energy check, economics, and one written decision.

W Why this matters

Niches decay quietly: audiences move, your joy shifts, markets reprice. A quarterly decision turns drift into strategy and protects you from pivoting on a bad week.

1 The quarter's evidence

Work here

List inquiries, enrollments, completed programs and referrals by segment this quarter.

2 The joy audit

Work here

Which sessions energized you? Which drained you? Any pattern by segment?

3 The money audit

Work here

Revenue by segment against your target. Note the gap without judgment.

4 Signals to watch

Work here

Write the two numbers that would tell you next quarter that something must change.

5 The decision

Work here

Commit in writing: recommit / adjust messaging / adjust offer / pilot a new segment. One line each.

- ☐ Recommit as-is
- ☐ Adjust messaging only
- ☐ Adjust the offer
- ☐ Pilot a new segment

R Read it back

READ-BACK

Your decision should cite evidence from this page, not a mood from this morning. If it cites a mood, sleep once and re-read.

YOUR NEXT MOVE

Calendar the next quarterly review now. Consistency of review matters more than any single decision.